

DAIGEE

WELCOME TO DAIGEWORLD

MEET THE FOUNDER

DAIGE is a contemporary clothing brand founded by Melinda Tóth in 2012.

A true self-made woman, Melinda rose from humble beginnings: she left her small town to pursue her dreams of becoming a fashion designer. Her diligence, perseverance and ability to constantly reinvent herself ultimately paid off: in less than 10 years she built a nationally recognized brand out of a school project.

Melinda is not only the creative force behind our collections, she is so much more.

She fully embodies DAIGE by demonstrating the brand personality through her authentic self: she is open-minded, optimistic, down-to-earth, kind-hearted and fun to be around. As a successful designer and as a human being, Melinda is aspirational yet accessible, just like her creations. The personification of DAIGE, if you will.



OUR TEAM

DAIGE is the proof that girlpower is real.

We have a collective of talented women of all ages and backgrounds working together to create our next collections. Our goal is to empower women through our designs but we also strive to be changemakers in our everyday life. We do this by creating a supportive workplace, by offering exciting career opportunities specifically for women and by building a community of strong and inspirational individuals.



OUR PHILOSOPHY

We believe in the power of clothing.
Fashion has always been an incredible tool of self-expression.
Clothes communicate, they send a message about
the person who's wearing them.



So when women put on DAIGE designs, we want them to feel empowered.

We want them to be able to make a statement about who they are.

Authenticity is key, however. There's no one way to be a woman and there's no one way to dress as a woman.

We like to celebrate the diversity of women through the variety of our designs.

We make high quality and functional clothing our customers can feel comfortable and beautiful in.

Because these two things should not be exclusive.



OUR SUSTAINABLE VISION

All of us in the fashion community are aware of the devastating impact our industry has had on the environment. The question is: what are we going to do about it? DAIGE is committed to continuous effort: we strive for sustainability in every aspect of our business.

We only source from European suppliers and most of the materials we choose are eco-friendly in some way. We prioritise deadstock materials often by using what we have left in our own stock. Our clothes are made to order in our own atelier located in Budapest, Hungary. This way we don't have to keep a large stock which could contribute to waste. Currently, we are making changes to our packaging to make it more eco-friendly, as well. We still have a long way to go, but we are proud of what we have achieved so far.





YOUR COOL BEST FRIEND

We've met before.
In fact, you know us quite well: DAIGE is like your cool best friend who is somehow always better dressed than you.

You can't help but look up to her: she is accomplished, empathetic, confident and knows the best places to go. She enjoys looking edgier and standing out from the crowd, yet there isn't an ounce of snobbery in her. An avid traveler and explorer, she loves trying new things. She consciously surrounds herself with people she loves to whom she is a source of inspiration. She isn't a perfect person but she is striving to be better and more conscious in every aspect of her life.



OUR VALUES

EVERYDAY MAGIC

We all need a little magic in our life.
We like to imagine, to dream and we
bring our fantasies to life through our designs.

REALNESS

Say no to filters.
We seek beauty everywhere and find it in the imperfections.
Noticing uniqueness in the ordinary - that is a real power.

JOYFUL NOSTALGIA

Unearthing the treasures of the past is our passion.
Our nostalgia is a celebration of what once was and
it manifests with joy in our contemporary creations.

SELF IRONY

Don't take yourself too seriously.
We don't either. Self irony helps you deal with bad stuff
and can fuel your creativity.

PLAYFULNESS

Dressing up should be fun.
Your wardrobe can be your best friend
that cheers you on as you pick your outfit for the day.

CONTENTMENT

We believe that high-quality clothing
can contribute to personal success.
We want our customers to feel good
about themselves while wearing DAIGE.



We are all for dopamine dressing: our signature designs are real real mood-boosters that will brighten your day. Nevertheless functionality stays a top priority when designing our products: they are durable, comfortable and either breathable or heat-retaining, depending on the season.



We are proud to call DAIGE designs unique and eye-catching but we also make sure that they stand the test of time. We refuse to follow fleeting fashion trends and prefer timeless concepts. Practising slow fashion is also beneficial to our planet and as a company we are aware of the shortcomings of our industry and our personal responsibility.

All in all, it is essential for us that people understand and connect emotionally to our designs.

Our goal is to create garments that inspire and expand our customers' worlds, making them part of the DAIGE community.



INSPIRATION FOCUSED DROPS

Welcome to DAIGE: it is a complex and rich fantasy world where each drop is a separate universe in which you can get lost.

These mini-universes exist to amuse and captivate our audience and to bestow knowledge.

You could call it escapism: they are the counterpoints to our fast-paced and sometimes painfully mundane world.

Themes and eras that influenced our previous drops:

the Hindu hand gestures, the paintings of French Rococo, the Vienna Secession,
the treasure hunt book by Kit Williams and the groovy '60s.



PRICE POSITIONING

Our pricing strategy is based on our benchmark brands pricing pyramid, which places us in the Bridge category, in the secondary lines of designers.

Budget/mass category

T-shirts: €35-€50

Tops: €50-€100

Contemporary category

Blouses and shirts: €120-€200

Skirts: €100-€200

Trousers: €120-€200

Dresses: €150-€300

Bridge category

Jackets and coats: €250-€500



BUSINESS VISION

Although we are a B2C brand, we are determined to reach an audience as wide as possible.

Nothing excites us more than the idea of being present in the most prominent and inspiring multi-brand stores located in the fashion capitals of the world.

It's an amazing opportunity to build trust with future customers who would get to experience DAIGE in person.

MANIFESTO

We create an inspirational world where garments are imaginative, sustainable but still accessible.

What we have is a modern yet timeless wardrobe treasures inspired by art, culture and nature.

We are driven to make life a little bit more fun and meaningful with our imaginative world.

100% manufactured in Europe, designed in Budapest with love.

DAIGE aspires to a more creative way of dressing with creating a colorful, unique and functional range of clothing.

We are the colorful spell

DANGL

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